DAY-TIMERS, Inc.
One Day-Timer Plaza
Allentown, Pennsylvania 18195-1551

Postman: If addressee has moved,
please leave with current resident.

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P.B. METER 6804221

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90-DAY FREE TRIAL

25% DISCOUNT WITH THIS CARD

Please Check Your Choice of Wallet and Color:

(If wallet color is not specified, Black will be sent.)

Pocket DAY-TIMER® Full Year Set		Quan.	Regular Price	Discount Price	Free Initials on Wallet	Starting Month
SENIOR SIZE (3½" x 6½" Pages) Fits Coat Pocket or Purse	with **GENUINE LEATHER** Wallet #7366S ☐ Black ☐ Brown ☐ Burgundy		~~$39.95~~	$29.96	☐☐☐	Your set will start with the current month so you can begin to use your Day-Timer right away.
	with **ANTIQUE VINYL** Wallet #7367S ☐ Black ☐ Brown ☐ Burgundy		~~$19.95~~	$14.96		

LIMITED TIME OFFER . . . EXPIRES JULY 31, 1988

6449

Mail this Card Today...or Call Us at 215-395-5884. Our Phones are Open 24 Hours, Monday — Friday.

SEND NO MONEY. You will be invoiced at time of shipment for item(s) ordered, plus shipping and sales tax (PA and WI residents only), if applicable. But, you don't have to pay until you are totally convinced of the Day-Timer's value. If you are not delighted in every way, just return the wallet and the unused Day-Timer pages at any time within 90 days ... and you'll owe nothing. Orders are subject to credit approval. Your complete satisfaction is guaranteed.

C705

Print Name _____

Firm _____

Address _____ Suite or Floor No. _____

City _____ State _____ Zip _____

Signature _____

☐ **BONUS ...** If you order your set with a leather wallet, we'll even include your initials on the wallet ... absolutely free! Specify up to 3 initials.

DAY-TIMERS, Inc.
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DAY-TIMERS, Inc.
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POSTAGE WILL BE PAID BY ADDRESSEE

DAY-TIMERS, Inc.
One Day-Timer Plaza
Allentown, Pennsylvania 18195-9986

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DAY-TIMERS, Inc.
One Day-Timer Plaza
Allentown, Pennsylvania 18195-9986

Day-Timer Leather Wallets Hold Everything!

① *Convenient slip pocket provides safe-keeping for currency, checks and notes.*

② *If you want to carry your 6-Year Planner with you at all times, insert it in the full-size pocket on the left side. Or use this pocket to hold receipts and any extra papers you wish to carry.*

③ *Additional compartment holds goal cards, business cards, driver's license and more.*

④ *Pocket with pull-out card case to display photos and identification cards.*

⑤ *Three vertical pockets on the right hand side house your Day-Timer filler book, Address & Phone Directory and Memo Work Organizer booklet.*

Note: Vinyl Wallets do not include Pocket #4, nor the plastic credit card case.

Handcrafted for an Unmistakable Image of Fine Taste . . .

A leather wallet for your Pocket Day-Timer is more than just a functional everyday accessory, it's an integral part of your own personal statement. Crafted from hand-selected hides, each is a Day-Timer exclusive — slimly designed, yet with ample room to carry a remarkable array of essentials. And each includes a fine-line ballpoint pen and pen-holding loop.

Fully Turned Rounded Corners ...

Every deluxe wallet is beautifully finished with hand-turned corners and edges, carefully stitched seams and a deluxe fabric lining.

Center Stay of Matching Leather ...

Day-Timer leather wallets feature a piece of matching leather along the inside fold for added wearability and a more finished appearance.

DISCOVER THE ELEGANCE OF GENUINE LEATHER WALLETS BY DAY-TIMERS

Genuine Leather
Selected from superb hides, the natural beauty of the fine leather is brought out in the tanning process. Lightly embossed with a smooth finish, these genuine leather wallets become even softer and more supple with use. A beautiful example of fine leather craftsmanship. Colors: Black, Brown, or Burgundy.

Free Personalization
As a special bonus, if you order now — or within the next 7 days — we will include up to 3 initials on your leather wallet absolutely free.

100% GUARANTEE OF SATISFACTION

If any item you ever order from Day-Timers fails to meet your expectations (and you are the sole judge), you may return it for a prompt, no-hassle refund, exchange or credit. This even includes merchandise that has been personalized.

President

DAY-TIMERS, Inc.
One Day-Timer Plaza
Allentown, Pennsylvania 18195-1551

B547

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Day-Timer leather wallets feature a piece of matching leather along the inside fold for added wearability and a more finished appearance.

25% DISCOUNT OFFER
PLUS A 90-DAY FREE TRIAL

215/395-5884

DAY-TIMERS, Inc.
One Day-Timer Plaza
Allentown, Pennsylvania 18195-1551

YOU HAVE BETTER THINGS TO THINK ABOUT THAN YOUR SCHEDULE!

Paying attention to the way you use your time can save you considerable bother and expense... as well as time.

Yet many people think time planning, in itself, costs even more than it's worth.

But not after they try a Pocket DAY-TIMER. That's because DAY-TIMER is the only personal time management system that is virtually "automatic." It's compact and convenient enough to carry with you always. Yet it's comprehensive enough to really help you plan your day and manage it to suit your objectives.

And now you can try a Pocket DAY-TIMER with no risk as our guest for 90 days!

Busy men and women in every field -- top level executives... professionals... salespeople... managers... secretaries... students... everyone who considers time a valuable asset -- find that it really pays to:

-- Concentrate on your daily objectives
-- Focus your energy in the right places
-- Eliminate wasted time and duplicated effort

DAY-TIMER helps you accomplish all these things easily and effectively. How?

It's simple. You carry the slim, attractive DAY-TIMER diary in a specially designed wallet that goes wherever you go. It takes care of routine remembering for you in five different ways:

1. DAY-TIMER remembers all your appointments, no matter how far in advance you make them.

2. DAY-TIMER gives you a "tickler" reminder of all the things you need to get done -- on the days you need to do them.

3. DAY-TIMER keeps a complete diary and activity record for files, reports, time analysis, etc. It gives you an "instant replay" of all your

(Inside, please...)

faithfully remain active subscribers year after year.

So take advantage of this opportunity to test the proven DAY-TIMER system at special savings. To give the DAY-TIMER a try, simply drop the enclosed card in the mail. You'll quickly discover what a great help the DAY-TIMER can be in accomplishing your many business and personal objectives.

Order your set today. You'll be glad you did.

Sincerely,

Steve Rowley
President

SR/mk

P.S. As a special bonus... if you order your set with one of our genuine leather wallets... we'll personalize your wallet with your initials, upon request -- absolutely free. It adds a nice "personal" touch.

P.P.S. As an extra bonus... and to help you get started using your DAY-TIMER most effectively... we'll also include a free set of Goal Cards and an idea-filled "How to Manage Your Time" booklet by renowned consultant Dr. Charles R. Hobbs, containing 100 ideas to help you get more done in less time!

DAY-TIMERS, Inc.
One Day-Timer Plaza
Allentown, PA 18195-1551

Dear Friend:

If you're already using a Day-Timer, there's certainly no need for me to sell you on the benefits of using our unique time/planner system. Your continued use of a Day-Timer is certainly evidence enough. But you may be wondering why we are making this special offer... and how we can do so at such a low introductory price.

First of all, this offer is primarily intended to introduce our product to people who have never before reaped the benefits of using a Day-Timer. The only real problem we've ever had is getting a person to try our system. Once they've actually done so, they are almost sure to continue with it year after year... just as you have done.

The only way we can make this special offer at 25% savings is by limiting the choice of Day-Timer and wallet combinations... prepackaging these sets with current starting months... and offering them during our slow season.

The Pocket Day-Timer we selected to include with this offer is our original 2-Page-Per-Day edition. We chose it because it is our most popular and seems to best suit the needs of most busy professionals and business executives. Accordingly, we printed an extra supply of Day-Timers... and if you are able to take advantage of this special offer, you are certainly welcome to do so. We regret we cannot accept orders with later starting dates at this special discount price.

It is only by increasing the volume of our distribution through special offers such as this that we are able to give our regular customers such a wide choice of Day-Timer sizes and formats to suit their own personal needs. In the long run, this helps us serve all of our subscribers better while keeping our prices as low as possible.

Many of our customers who receive this special offer will decide to pass it along to a friend or a business associate. In fact, we are extremely appreciative that such a large number of our loyal friends freely share good ideas like the Day-Timer system. And this is just another reason why our product has won such overwhelming acceptance.

But, whatever you decide, thank you for reading this note. And thank you again for your continued use of Day-Timers.

Sincerely,

Robert C Dorney

Robert C. Dorney
Co-Founder

A096

PLEASE READ THIS
if you are already using a Day-Timer

(or if you are undecided about accepting this special offer)...

25% DISCOUNT OFFER

B543

"Time—unless it is managed, nothing else can be managed."
Peter Drucker

THE BRAIN from DAY-TIMER

A self-management tool whose time has come. It lets you plan where you want to go . . . the best way to get there . . . control events to conform to your objectives . . . and retrieve all of the critical information in seconds.

THE BRAIN

A simple, practical, automatic method by which things to be remembered for yourself, your company or the IRS—activities, projects, people, places, expenses—are chronologically recorded for quick recall at a later date, all in one convenient place.

1. It's a work and project planner.
2. It's a daily appointment book.
3. It's a "to do" tickler.
4. It's a time log.
5. It's an address and telephone directory.
6. It's a travel and expense record.
7. It's a permanent file and retrieval system.

Why has THE BRAIN by DAY-TIMERS become such a powerful force in the lives of over two million executives and professionals across Canada and throughout the world?

Because practically everybody can benefit from this innovative breakthrough in self-management – from businessmen, businesswomen and sales people to researchers, teachers, solicitors and physicians – anyone and everyone who manages projects or people.

THE BRAIN is a plan-and-control *memory system*. It provides maximum benefit with minimum effort by classifying, documenting and storing everything you need to know – now and in the future. For by chronologically recording what you do, when you did it, and how much it cost, it is impossible to forget – whether a day later, a month later or six years later. Thus, THE BRAIN enables you to keep track – and keep *on* track – making you far more effective and productive in the same amount of time.

THE BRAIN lets you *master* time instead of it mastering you. For it gives you the management tools you need to sharpen your executive productivity. It compensates for your shortcomings – helps you plan, schedule, organize, arrange, delegate, direct, control, monitor and analyze your own work and that of your people.

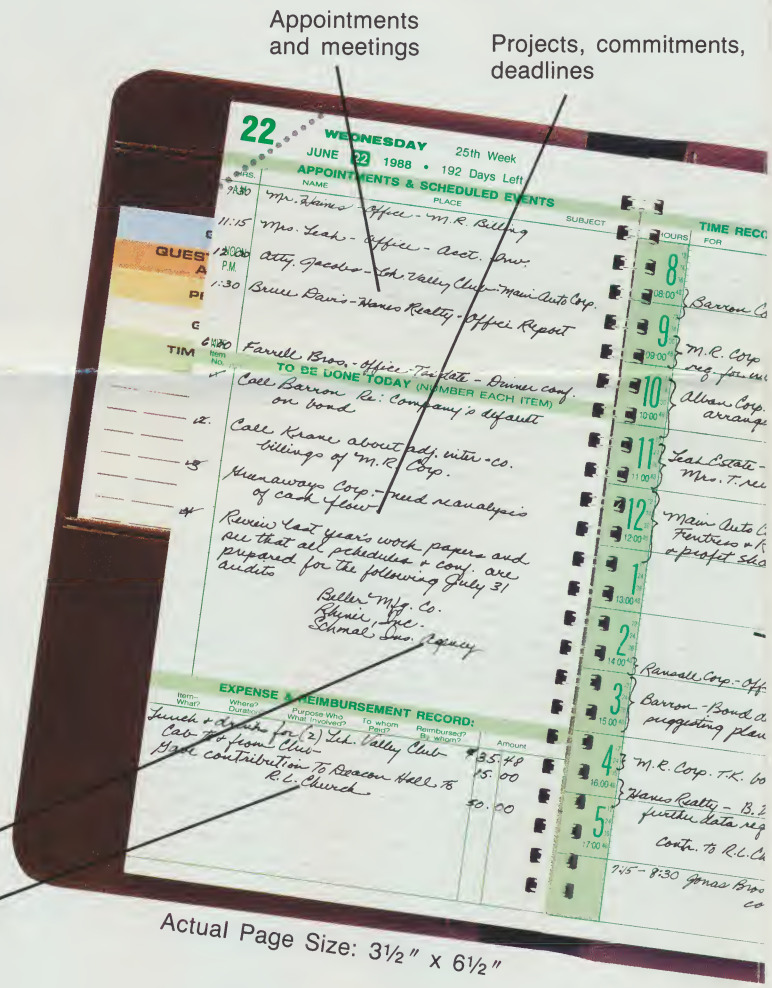
Moreover, it enables you to set – and accomplish – your daily goals. Allows you to pace yourself. Stops you from placing unrealistic demands upon yourself. Eliminates trivia, duplication of effort and keeps you from getting sidetracked. Permits you to prioritize your "to do" list into categories: "Urgent/must do," "Important/should do" and "Non-essential/could do." Puts an end to lost or misplaced notes, names, phone numbers and expenses that you once jotted down on scraps of paper, envelopes and business cards.

In short, THE BRAIN lets you work smarter, not harder. Because it allows you to concentrate on getting your own work accomplished most effectively in the shortest span of time. And gives you a permanent, chronological record of all significant events and facts in any given time period, and in one convenient place.

Compact enough to fit in pocket, purse or briefcase, THE BRAIN assembles everything from your appointment schedule to your expense records in one highly organized system that goes wherever you go.

THE BRAIN from DAY-TIMERS. There's nothing else quite like it. And nothing else quite like this 25% special savings discount offer.

Available exclusively from DAY-TIMERS. Not sold in stores.



Actual Page Size: 3½" x 6½"

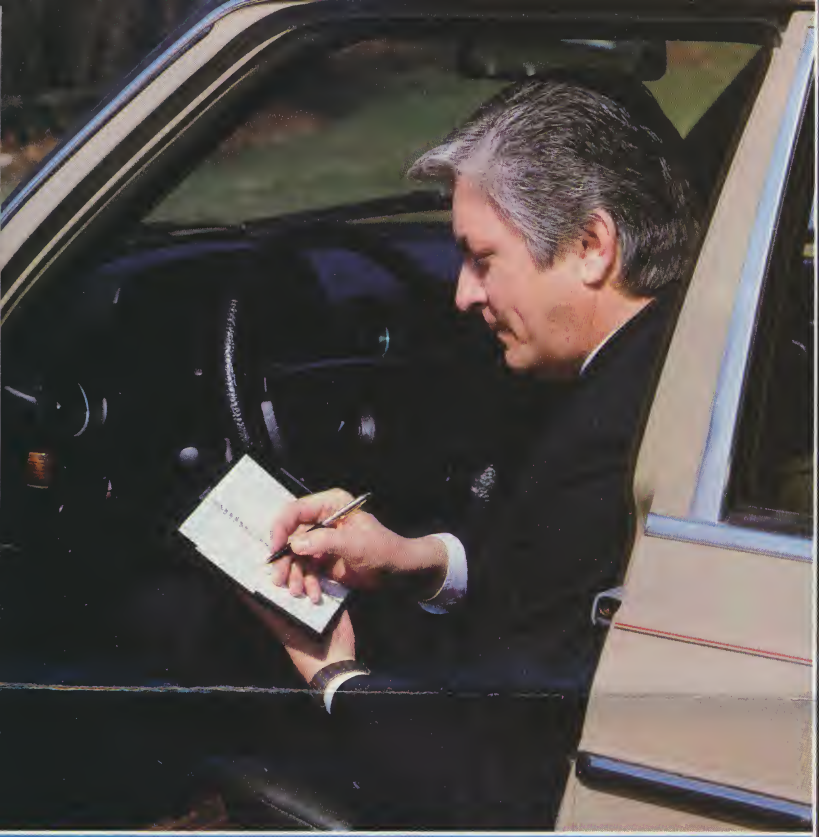
THE BRAIN lets you focus on your highest priorities and causes them to happen.

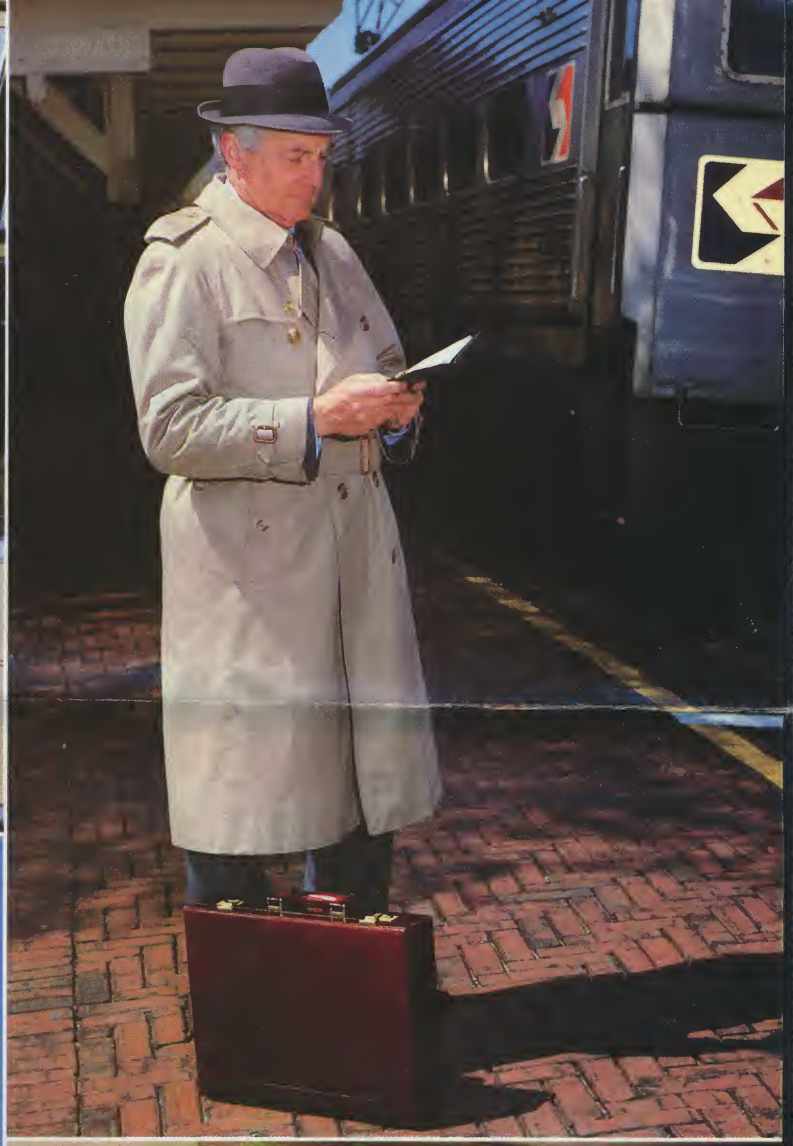
Receive all this... at a 25% DISCOUNT!

Decisions made, agreements reached

Work accomplished and summary notes

1. **Day-Timer Fill-in Books.** The heart of your system, efficiently designed to let you plan, manage and record each day's activities. A full year set.
2. **Archive Storage Chest.** Space-saving permanent file for your Day-Timer records.
3. **Monthly File Folders.** To separate and identify monthly records, hold receipts.
4. **Address and Phone Directory.** 24-page book fits inside Day-Timer wallet.
5. **6-Year Planner.** Monthly calendar lets you project well into the future.
6. **Work Organizer Booklet.** Classifies your work by topic rather than by date.
7. **Set of Goal Cards and "How to Manage Your Time" Booklet.** Includes 100 tips on improving your productivity.
8. **Ballpoint Pen.** Fits securely through a special loop.
9. **The Day-Timer Wallet of your choice.** (See enclosed order form.)





What some of our subscribers say about Day-Timers

"Tried other planners before finding yours and there is no comparison. Have passed the word on — it's worth its weight in gold!"

Terry Elms
Goodyear Tire & Rubber Co.

"I have asked hundreds of top managers if they have ever used or heard of a more functional date book organizer than the Day-Timer for organizing the work day. No one yet has suggested a better tool."

Dr. Charles R. Hobbs
Management Consultant

"It's the easiest, quickest and surest way to organize your future and access your past. As communications management consultants, all of us here use Day-Timers to make sure we follow through on every project and not trust to memory. I wouldn't be without one."

Alfred Geduldig, President
Chester Burger & Company

"...you do indeed have in the Day-Timer an extremely well-planned instrument of efficiency."

Robert E. Williams
Equitable Life Assurance Co.

"I have realized tremendous benefits since making Day-Timer a part of my record-keeping routine."

Frank Lewis
Atlantic Richfield Co.

"I have used, and continue to use, your Pocket Day-Timer and find it invaluable as an aid to increasing my productivity. I can also assure you, as President of Evelyn Wood Reading Dynamics, all our executives and branch managers use Day-Timers. We have found them to be an effective time-management aid."

Richard H. Towle, President
Evelyn Wood Reading Dynamics

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